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Advertising Age®

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Line extensions Carlton Slims and Lucky Strike Lights and branded "generic" Doral ride the new tide in cigaret marketing.

Cigaret marketers come out smokin' with innovations

By WILLIAM GLOEDE

Marketing activity in the cigaret business is on the upswing, with brand extensions, new brand introductions and a new twist—price stratification—beginning to heat up after nearly 18 months of relative calm.

The cigaret industry was hit at the beginning of 1983 with the doubling of the federal cigaret excise tax from 8¢ to 16¢ per package. Marketers at the major tobacco companies believe it was the tax increase that cost the industry 5% to 6% in total unit sales volume last year.

But today, says William Campbell, exec vp-marketing for Philip Morris USA, the industry "is in a state of change. How revolutionary that state of change is is not sure yet." But, he adds, "It's unlikely that the industry will ever be quite the same."

Among the recent developments:

- Philip Morris last week confirmed it will test a 25-cigaret package of Marlboro Red in Spokane, Wash., and Indianapolis, and a 25-cigaret package of Marlboro Lights in Indianapolis, beginning July 2. Tobacco industry sources said the new Marlboro packaging, both Red and Lights, has also been spotted in the New England area.

The new package will sell for 25% more per package than the 20-unit pack, but cartons will still contain 200 smokes and will be

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ESPN inks USFL deal: $70 million for 3 years

By SUSAN SPILLMAN

NEW YORK—ABC Inc.'s Entertainment & Sports Programming Network has reached a tentative agreement to pay more than $70 million for the three-year exclusive cable rights to U.S. Football League games, more than four times what the cable sports network paid for the games in 1983 and 1984.

The price tag, which shocked some agency execs, is seen both as a desperation ploy by ESPN to hold onto its last high-profile professional sports franchise and as a certain money-loser for the network, which recently was purchased by ABC Video Enterprises for $202 million in cash. ESPN recently lost its National Basketball Assn. cable rights to Ted Turner's WTBS cable superstation, which paid $20 million for the games.

The whopping USFL price tag far exceeds the $9 million a year ABC paid for the network tv rights to the league's games in 1983 and 1984. It is more than four times the $5.5 million ESPN paid for the cable rights in each of those same years. It remains unclear whether ABC-TV Network, which is negotiating a renewal of its current broadcast package with the USFL, will soon reach an agreement with the league, or how the hefty ESPN price will affect those negotiations.

The tentative agreement reportedly was reached last Tuesday, the day before ABC Video Enterprises announced it was ending its experiment in home videotaping and shutting down its TeleFirst venture after six months of testing the service in Chicago *(see story on Page 94)*. The USFL deal, combined with the hefty cash outlay by ABC Video to purchase ESPN, has increased speculation that the ABC unit will press its search for a partner in the cable sports network.

"That's a preposterous sum of money," said Steve Leff, exec vp, Backer & Spielvogel, whose client, Miller Brewing, is a current sponsor of the USFL games. "I honestly wonder if there is enough money in the marketplace to cover it. It's mind-boggling that they could go out and make such a deal without

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Grey forms 2nd world agency net

By VALERIE MACKIE

Grey Advertising formed a second international agency network last week that unites offices in 13 countries in Europe, Australia and North and South America.

Grey follows other multinational agencies, including Ogilvy & Mather and Young & Rubicam, in forming dual agency networks worldwide to handle conflicting accounts. This has become important as many advertisers move to global "world brand" assignments, increasing the chance of conflict.

Grey's second network, called

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Pizza Hut cues ads

Pizza Hut is using couponed inserts to boost the Bar-B-Q pizza it has rolled to 25% of its 4,000 stores (AA, June 14). The campaign, which includes tv, radio and outdoor, was created by former agency Foote, Cone & Belding, Chicago. A new agency may be named next month.

New dairy group has two choices

Who gets milk fund millions?

By JANET NEIMAN

A new dairy promotion board is expected to choose soon between a federation of industry organizations and a top-10 ad agency to handle a $65 million-to-$190 million ad effort.

The National Dairy Promotion & Research Board, the newly formed organization administering the funds, will hear presentations this week from the federation and agencies vying for the money, which would be used to promote dairy products.

The federation, not officially formed at press time, would comprise the United Dairy Industry Assn., which represents 20 state and local dairy organizations; the California Milk Advisory Board, and the Oregon and Washington dairy products commissions. Sources said establishment of the federation was almost certain.

If the federation wins approval from the NDPRB, it would oversee the funds and use its existing agencies and creative to execute the campaign.

The alternative is for the NDPRB to select its own agency to create a campaign. The agency finalists had not been determined at press time. Louis Calcagno, NDPRB advertising and sales promotion committee chairman and also the chairman of the California Milk Advisory Board, said the nation's 10 highest-billing agencies were invited to compete for the assignment. Of those that expressed interest, three or four will be asked to make presentations in Chicago this week, Mr. Calcagno said.

The funds stem from an assessment on dairy farmers created by the Tobacco & Dairy Readjustment Act of 1983, which also established the NDPRB. The assessment, col-

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last minute news

Ayer stands alone in roll call for Army account

WASHINGTON—Incumbent N W Ayer is reportedly the only agency slated to give an oral presentation for the U.S. Army's tantalizing $80 million account. The presentation is slated for July 9. Neither the Army nor Ayer would comment, but if the agency is the only contestant, it would be the first time in the history of the account that Ayer has reached this stage with no competition.

Motorola corporate account stays with Y&R

SCHAUMBURG, ILL.—Motorola has decided to keep its $5 million corporate advertising account at Young & Rubicam Chicago, which has handled it for six years. Dancer Fitzgerald Sample, San Francisco, was the only other agency involved in the review.

Seven-Up tests JuiceUp frozen concentrates

VENTURA, CAL.—Seven-Up Co.'s Ventura Coastal/Seven-Up Foods division is testing JuiceUp lemonade and lemon-limeade frozen concentrates in Erie, Pa., and Phoenix, Ariz. Packaging carries the 7UP logo. Tv and print advertising from Workshop West, Beverly Hills, supports the test, stressing that the product contains fresh-squeezed lemon juice. Ventura Coastal has been talking with several Los Angeles agencies about the permanent assignment for JuiceUp and possibly another new product (AA, May 24), sources say.

(Continued on Page 8)

Cookies shift war to East

NEW YORK—The latest instalment of "cookie wars" is coming to the eastern U.S., where Cincinnati-based Procter & Gamble is introducing its Duncan Hines chocolate-chip cookie line amid heightened competition from its top rivals.

The Duncan Hines line last week moved into most of New England and parts of New York state, including New York City, along with parts of Texas and Louisiana. That situates the brand in most of the South Central and East, except upper New England and the Southeast.

Advertising for the Duncan Hines line, from Grey Advertising, New York, is expected to start in about six weeks and include the same "crispy, chewy" theme P&G began in test market to convey the outside crispness-inside chewiness formula used in the cookies.

In New York, Duncan Hines will meet its newest soft cookies competitor: A chewy version of Chips Ahoy! Nabisco's popular chocolate-chip line. Nabisco, which has been rolling out its competitive Almost Home soft-cookie line as fast as possible, is introducing the new item in New York now, and will roll it into the rest of the country by yearend.

The move is seen as protection for the country's best-selling chocolate-chip cookie. Heavy advertising is planned via Dancer Fitzgerald Sample, New York, which also handles Nabisco's new Almost Home cookie line.

That line also includes a chocolate-chip cookie, but analysts

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Buyers plunge into upfront

By JAMES P. FORKAN

NEW YORK—"All hell broke loose" said one agency executive as the first major sales rush of the 1984-85 network tv upfront sales season hit last Thursday and Friday, with movie companies and Coca-Cola among the buyers set.

The late week buying spree materialized despite statements from agency executives that unreasonable network pricing was forcing the market to slow down in the wake of Paul Schulman Co.'s traditional opening buy for Ralston Purina (AA, June 11).

Network executives also were bullishly predicting that network combined upfront prime time sales would top $2.2 billion this year, a $350 million gain over last season, excluding Olympics dollars. However, much of the increase will come from advertiser dollars normally slated for the scatter market, with lesser amounts coming from new brands or brands spending more than a year ago.

If that is the case, it appears the networks expect the scatter market, especially in the first quarter of 1985, will not be strong and it will be more profitable to get the ad dollars upfront than wait for the normally higher-price scatter buys. The network increases in prime time upfront dollar volume, then, may reflect greater available inventory more than increased total spending or prices.

One buyer last week estimated the nets now are about two weeks ahead of a year ago.

ABC still seems bent on finishing upfront by the start of the Los Angeles Olympics. That is forcing CBS to match its aggressive pace, as some agencies see it, while NBC "goes its own way," at its own rate, as one buyer put it.

Jake Keever, ABC vp-sales, said, "Business is very good at all three networks." ABC could wrap up its negotiations by July 17 or 18, about 10 days before the Summer Olympics begin.

Rick Busciglio, exec vp-director of media services, McCann-Erickson, New York, declined to comment on his clients' upfront status. However, sources say McCann, for Coca-Cola USA and Western Media International, Los Angeles, now has finished upfront purchases on two or more networks. Coca-Cola earlier made major commitments in barter syndication's version of an upfront selling season, and last month channeled some additional buys into barter, according to Lexington Broadcast Services and others.

Mr. Busciglio said, "The dam is breaking right now" in the number of agencies closing upfront deals. "It's proven a stronger marketplace than anticipated," so much so that he said the nets could reach $2.3 billion in upfront volume. Some of that will be "new money" and some will "come from moving scatter [availabilities] up."

As for those stalling in hopes of lowering rates, Mr. Busciglio felt they are "only going to pay more, as has happened the last five years, and we don't see any reason for that to change this year."

Aaron Cohen, vp-general manager/broadcast, Grey Advertising, said, "A lot of money" was spent last week and he added the upfront selling could be closed "within two weeks."

Movie advertising was perhaps the busiest

(Continued on Page 94)

Old Style L.A. brews comparative pitch

By SCOTT HUME

Barely six months old, the low-alcohol beer category already has gotten its first comparative advertising.

A tv spot for G. Heileman Brewing's Old Style L.A. that broke June 16 in Chicago places the brand beside a can of Anheuser-Busch's L.A. The voiceover explains that LA's 110 calories per can are "50% more" than Old Style L.A.'s 73 calories.

The tv spot, as well as print ads that broke June 15, carry the theme "Half the alcohol. Half the calories." Campbell-Mithun, Chicago, is the agency for Heileman's Old Style line.

Old Style L.A. will be Heileman's primary low-alcohol brand in the Midwest, but the brewer plans to have at least one such brand in every region by the end of July. Heileman also is producing Blatz L.A., Carling Black Label L.A., Rainier L.A. and Lone Star L.A. It has not ruled out using similar comparative advertising to introduce those other brands.

The positioning Heileman has chosen for Old Style L.A. has several benefits, chairman Russell Cleary said in an interview. The name ties the low-alcohol brand to regular Old Style, the dominant brand in the Chicago market (with a better than 30% share, compared with less than 10% for Anheuser-Busch's Budweiser). Heileman can't compete with the more than $20 million A-B said it will spend

(Continued on Page 96)

Nets defend against 'Kickoff Classic'

By JAMES P. FORKAN

NEW YORK—The tv networks, fearing mounting affiliate defections Aug. 27 to carry Katz Sports' syndicated "Kickoff Classic" college football game, are making major counterprograming moves for that night.

NBC is planning a rebroadcast of the miniseries "V" to tie in with the show's becoming a regular series in the fall. Since its affiliate convention in May, NBC has told its stations that preempting "V" for the Kickoff Classic would hurt the series' chances in the fall. As a result, NBC has refused to allow affiliates to show the "V" miniseries repeat on a delayed basis.

Nevertheless, Katz Sports reports it has cleared more than 104 stations, including 75 network affiliates, for the game. Thirty NBC and 25 ABC affiliates have signed up. About 20 CBS affiliates also are signed on.

It is the second year in a row that the barter-syndicated special has created havoc with affiliate loyalty. While NBC last year tried to counterprogram with a rebroadcast of "The Godfather Saga," its efforts this year are striking closer to the heart of affiliate interests,

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highlights

Monday, June 18, 1984

Hyatt Legal Services plans no immediate marketing changes, despite a federal court's ruling last week that it must change its name. Kansas City-based HLS was sued by Rosemont, Ill.-based Hyatt Hotels for trademark infringement. *See Page 10.*

Cable systems around the country are turning to advertising and public relations campaigns to fight cable "pirates," people who profit from illegal cable hookups. The illicit business is estimated to cost cable companies $500 million a year. *See Page 12.*

The end seemed to be in sight for the pitching career of Baltimore Orioles' and Jockey International star Jim Palmer, whom the Orioles released in May. It was so clear to Jockey, in fact, that a commercial using that fact was filmed before the ax fell. *See Page 24.*

"Quality" and "education" were the bywords stressed by consumer electronics companies at the recent Consumer Electronics Show. A flood of low-end products in 1983 began to shake consumer confidence in marketers in the $25 billion industry. *See Page 37.*

CORPORATE CLOSEUP

Since its inception, the founders of Nike Inc. have prided themselves on doing things differently. Now, though, as competition in the athletic-shoe market has begun to chip away at their lead, Nike executives are beginning to find some uses for more traditional marketing tactics. *See Page 4.*

INTERNATIONAL

The U.N. and its agencies are becoming the No. 1 international nemesis of U.S. marketers doing business abroad. There is fear among businessmen that the U.N. is drifting toward an anti-free-market stance on a number of issues, ranging from political ideology to the marketing of baby foods. *See Page 58.*

The French government, fearing mass import of American tv shows and loss of a tv monopoly, is preparing to battle a new Luxembourg-based, pan-European tv satellite company, the Grand Duchy of Luxembourg Coronet. *See Page 58.*

Soviet-built Lada automobile sales in Canada have nose-dived in the past year, apparently because of disenchantment with Soviet politics, specifically the 1983 downing of a Korean Air Lines 747 jumbo jet by a Soviet jet fighter and the recent pullout from the Summer Olympics. The decline has caused Lada of Canada to cut its ad budget. *See Page 62.*

COMING THURSDAY IN *Magazine*

Ridley Scott, the British film/tv commercials director, doesn't rest until things are perfect.

The new entrepreneurial society calls for changes in marketing and advertising techniques.

Automotive marketing has put image back in the driver's seat. Fun and style are key ingredients in pushing sales of minivans, convertibles, two-seaters and utility vehicles. *In special report.*

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New h&ba items tried by Norman

By RUTH STROUD

LOS ANGELES—Merle Norman Cosmetics is hoping to double its skincare-products sales—one of the fastest-growing segments in the health & beauty aids business—with four new products aimed at working women.

The 54-year-old company will start a $5.5 million print campaign using a variation on the distinctive before-and-after approach it has used in past advertising for its makeup line (AA, June 7).

Merle Norman's new products are aimed at women in households with more than $25,000 in income who are 25 to 54, a slightly older group than the company has targeted in its long-running makeover campaigns.

The new line includes a soapless facial bar, cleansing lotion, new toner called Refining Lotion and tinted moisturizer, which comes in four shades and two formulations. Suggested retail prices range from $7.50 for the facial bar to $12 for the moisturizer.

All four are dermatologically tested and fragrance-free, new designations for the company's products. Those designations are among the hottest areas in the $2.5

(Continued on Page 96)

ad linage

Advertising pages for U.S., Canadian, and foreign consumer publications—*June*

	Current month 1984	Current month 1983	Year to date 1984	Year to date 1983
— Art & Antiques —				
American Artist	62.2	45.3	418.2	365.7
Antiques	137.7	105.7	912.4	805.9
Art in America (11X)	130.0	105.1	786.5	664.6
Plate World (6X)	—	—	200.0	237.0
Southwest Art	90.8	70.5	539.5	511.5
Total Group	**420.7**	**326.6**	**2,856.6**	**2,584.7**
% change		**+28.8%**		**+11.1%**
— Auto/cycle/rec. vehicles —				
AutoWeek	211.7	175.2	793.7	837.3
Car & Driver	122.1	130.9	559.4	556.2
Car Collector & Car Classics	18.3	21.5	121.1	126.0
Car Craft	111.2	98.3	432.9	477.7
Cycle	46.1	64.8	319.9	452.6
Cycle Guide	44.8	61.3	291.9	318.9
Cycle World	58.2	59.6	379.9	393.4
Dune Buggies & Hot VWs	84.7	75.7	474.5	383.7
Family Motor Coaching	137.2	111.7	864.4	678.1
4 Wheel & Offroad	104.8	91.7	439.6	389.4
Four Wheeler	84.4	39.2	431.2	228.8
Hot Rod	85.8	73.3	360.9	351.1
Motorcyclist	35.3	45.3	248.3	283.9
Motor Trend	98.1	101.5	380.4	384.8
Motorhome	99.4	79.8	541.0	431.6
Pickup, Van & 4 WD	33.3	39.7	175.8	194.5
Road & Track	113.9	125.7	594.4	591.3
3 Wheeling	34.2	24.8	179.4	152.8
Trailer Life	134.3	120.9	779.6	644.0
Total Group	**1,657.0**	**1,540.9**	**8,368.3**	**7,876.1**
% change		**+7.5%**		**+6.3%**
— Boating & yachting —				
Boating	128.7	121.9	929.5	749.7
Chesapeake Bay	28.0	28.3	171.7	168.5
Cruising World	131.8	135.5	840.8	809.3
Motor Boating & Sailing	150.3	126.6	1,059.3	900.1
Sail	137.9	124.0	871.0	727.2
Sea & Pacific Skipper	58.3	66.8	372.8	442.1
Small Boat Journal (6X)	41.4	43.4	139.8	126.1
Western Boatman (6X)	—	—	83.0	56.1
Yachting	149.9	143.0	1,078.4	939.1
Total Group	**826.3**	**789.5**	**5,546.3**	**4,918.2**
% change		**+4.6%**		**+12.7%**
— Canadian —				
L'Actualite	75.2	50.7	393.8	299.4
Chatelaine				
English Edition A	100.5	89.9	610.3	520.3
French Edition	79.8	82.3	511.8	471.5
City Woman (5X)	—	—	116.7	96.1
Equinox	—	—	127.8	120.5
Financial Post Magazine A	44.3	27.3	268.6	206.8
Flare A	82.2	53.2	347.4	300.4
Homemaker's Magazine	57.2	76.7	364.5	431.6
Madam Au Foyer	50.5	67.5	337.1	336.8
Macleans (52X) A	94.4	72.6	729.2	542.1
Montreal Calendar	47.0	23.6	278.0	128.0
Montreal Ce Mois C	45.0	34.0	289.0	164.0
Quest Magazine (8X) A	29.7	56.9	123.2	210.2
Reader's Digest				
Canadian-English A	104.3	84.9	342.1	292.7
Canadian-French A	75.0	78.5	281.6	263.4
Toronto Life	101.9	102.9	527.1	494.1
Vancouver	72.2	66.0	381.0	422.1
Total Group	**1,059.2**	**967.0**	**6,029.2**	**5,300.0**
% change		**+9.5%**		**+13.7%**
— Civic/fraternal —				
American Legion	20.2	21.0	156.3	179.9
Elks Magazine (10X)	17.2	19.2	140.2	157.5
Kiwanis Magazine	11.2	13.0	73.0	88.2
Lion (10X)	2.5	3.3	39.2	29.4
Moose Magazine	16.0	18.0	128.0	136.0
Rotarian	6.9	7.2	76.8	72.6
V.F.W. (11X)	26.1	28.7	191.5	196.5
Total Group	**100.1**	**110.4**	**805.0**	**860.4**
% change		**-9.3%**		**-6.4%**
— Comics —				
Archie Comic Group (6X)	10.0	10.0	30.0	30.0
DC Comics	7.5	7.0	49.0	47.5
Marvel Comics Group	8.5	10.0	57.5	60.0
Total Group	**26.0**	**27.0**	**136.5**	**137.5**
% change		**-3.7%**		**-0.7%**
— General —				
American Health (6X)	37.6	—	199.8	117.4
American West (6X)	—	—	72.8	82.7
The Atlantic A	44.4	35.8	278.6	226.9
Audubon Magazine (6X)	—	—	85.5	113.4
Bon Appetit A	84.7	72.3	484.8	454.9
Changing Times	45.0	47.7	270.2	245.3
Cuisine Magazine	53.3	42.8	305.8	205.6
Ebony	100.5	90.4	525.3	524.8
Fifty Plus	34.3	19.3	221.9	158.5
Food & Wine	33.1	43.2	215.6	208.9
Games	15.9	28.4	129.1	168.1
Geo	26.3	26.0	210.4	160.7
Gourmet	80.5	77.0	470.3	419.7
Home Entertainment (6X)	35.5	—	116.1	78.0
Harper's Magazine A	22.0	15.5	146.9	96.8
Life D	76.4	59.2	361.7	330.2
Modern Maturity (6X)	46.1	36.7	125.4	117.7
Money	147.2	126.8	748.2	673.5
Moneysworth (4X)	13.0	17.2	40.0	51.8
Mother Earth News (6X)	47.2	56.0	161.0	196.5
Mother Jones	14.8	12.9	85.1	75.6
National Geographic	40.4	21.1	150.3	152.2
Natural History	32.0	25.2	271.8	220.9
Prevention	71.6	73.8	423.2	460.4
Psychology Today	25.9	27.9	147.3	158.8
Reader's Digest A	113.0	129.5	423.4	409.2
Saturday Evening Post (9X)	44.6	42.4	155.8	172.7
Signature	46.9	52.4	349.1	333.0
Smithsonian	77.7	55.1	524.3	423.8
Success	26.3	27.3	205.0	203.3
Town & Country	113.9	106.3	823.7	765.3
Travel/Holiday	34.1	31.3	305.5	270.9
Travel & Leisure	108.9	96.1	691.9	551.2
Vanity Fair	22.6	31.0	134.5	296.0
Video Review	59.7	65.8	326.8	378.4
Writers Digest	22.8	22.0	149.9	144.0
Yankee	69.4	70.9	481.4	495.2
Total Group	**1,867.6**	**1,685.3**	**10,818.4**	**10,142.3**
% change		**+10.8%**		**+6.6%**
— Home —				
Americana (6X)	—	—	119.6	101.8
Architectural Digest A	144.4	122.3	807.8	750.3
Better Homes & Gardens	123.8	112.7	698.0	636.8
Colonial Homes (6X)	76.7	65.5	206.5	188.2
Country Journal	22.6	32.8	208.8	234.8
Country Living	74.6	50.2	385.8	283.6
Dallas/Ft. Worth Home & Garden	87.5	85.8	424.3	392.6
Early American Life (6X)	28.2	23.2	90.6	74.2
Family Food Garden (6X) E	35.0	42.8	153.0	227.2
Family Handyman (10X) A	—	—	403.1	350.7
Flower & Garden (6X)	26.5	29.6	129.9	131.8
Home	53.7	37.7	339.5	214.3
The Homeowner (10X)	25.3	23.1	125.6	77.3
House Beautiful	123.5	74.1	563.5	486.1
House & Garden	93.2	68.2	522.6	382.1
Houston Home/Garden	111.2	111.7	598.0	578.1
Metropolitan Home	46.8	58.6	427.5	344.4
New Shelter (9X)	—	—	235.7	229.1
1001 Home Ideas	33.4	29.4	226.8	184.7
Organic Gardening	45.0	51.8	436.7	475.5
Phoenix Home/Garden	48.0	45.0	334.3	271.3
San Diego Home/Garden	61.0	69.0	402.6	399.0
Southern Accents (6X)	—	—	214.3	151.1
Southern Living	130.5	122.1	835.6	777.1
Sunset Magazine A	164.7	152.0	869.4	846.9
Workbench (6X)	—	—	192.1	193.4
Total Group	**1,555.6**	**1,407.6**	**9,951.6**	**8,982.4**
% change		**+10.5%**		**+10.8%**
— In-flight & other passenger —				
Aboard Group (7) (4X)	—	—	39.0	39.1
Alaskafest	54.2	52.3	278.9	247.3
American Way	94.5	98.9	629.1	534.6
East/West Network				
Amtrak Express	43.6	42.5	216.7	249.2
Continental	74.5	65.7	399.1	383.0
Eastern Review	106.2	106.2	712.1	614.6
Ozark	61.8	55.5	296.7	272.3
PSA Magazine	96.6	85.0	582.7	500.5
Pan Am Clipper	61.6	39.3	370.1	246.6
Republic Scene	70.0	61.7	379.2	320.8
United	114.8	103.3	669.5	557.3
USAir	70.5	59.7	389.2	354.6
Western's World	76.0	63.3	391.2	354.8
Halsey Publications				
Air Cal	46.3	44.3	284.5	214.3
Braniff	23.5	—	89.0	—
Delta Sky	75.7	71.5	474.1	377.7
Frontier	31.0	36.7	193.5	217.6
Northwest Orient	31.6	29.3	182.4	209.1
Skylite	20.0	20.3	117.5	99.3
TWA Ambassador	57.3	50.6	359.8	300.0
Huwai	22.8	14.7	132.0	98.3
Pace (6X)	—	—	240.3	132.1
Southwest Airlines	98.5	93.5	551.5	598.4
Spirit of Aloha	23.3	15.5	129.9	89.9
Total Group	**1,354.3**	**1,209.0**	**8,108.0**	**7,002.4**
% change		**+12.0%**		**+15.7%**
— Men's —				
Esquire A	143.9	225.5	567.7	572.0
[illegible]house Magazine	80.5	77.1	277.3	264.4
[illegible]men's Quarterly A	121.1	94.0	847.1	582.1
Penthouse A	54.2	76.9	289.8	344.0
Total Group	**399.7**	**473.5**	**1,951.9**	**1,762.5**
% change		**-15.5%**		**+10.7%**
— Metropolitan —				
Aloha (6X)	—	—	79.0	76.0
Atlanta	60.2	54.5	332.8	311.7
Baltimore	57.6	63.3	358.3	339.5
Boston	137.4	124.5	792.4	734.9
California	75.3	70.2	362.1	357.3
California Living	60.2	74.5	279.0	261.3
Chicago F	137.5	200.7	773.0	818.4
Chicago's North Shore	91.3	73.7	498.7	462.6
Cincinnati	59.5	47.1	298.2	315.2
Cleveland	75.4	83.2	431.2	407.1
Coast (38X)	370.9	329.6	1,470.2	1,339.1
Columbus Monthly	71.2	60.3	373.0	356.8
Commonwealth	61.3	28.0	243.0	188.3
Connecticut	95.2	88.7	485.9	369.1
Country Magazine	42.5	32.3	238.7	160.7
D/Magazine, Dallas/Ft. Worth	127.5	115.3	715.1	634.7
Denver	36.0	39.0	167.9	190.8
Exclusively Yours, Wisconsin (15X)	56.8	57.3	401.5	392.5
Grand Rapids	67.3	38.0	313.6	267.4
Gulfshore Life (10X)	53.3	43.4	476.3	373.0
Honolulu	53.6	76.6	352.5	377.5
Houston City	97.7	72.3	484.3	379.0
Indianapolis	37.6	34.6	275.1	264.8
Kansas City	29.4	36.4	192.7	174.1
Los Angeles	202.5	206.0	1,128.5	1,046.5
Louisiana Life (6X)	90.5	58.1	219.8	196.0
Madison	44.0	59.0	275.0	272.0
Metropolitan Detroit	55.3	—	270.5	—
Miami/South Florida	104.4	96.0	569.7	523.6
Milwaukee	40.5	18.3	222.3	72.1
Minneapolis/St. Paul	108.3	62.3	540.9	433.4
Monthly Detroit	129.1	55.9	389.3	355.8
Nashville	55.0	48.0	254.0	293.0
New Jersey Monthly	65.1	65.2	320.2	307.5
New Mexico	47.0	27.4	190.2	114.9
Ohio	70.3	58.5	350.4	265.5
Orlando	83.2	71.8	500.5	432.8
Palm Beach Life	33.8	30.5	513.1	475.1
Palm Springs Life	83.7	61.4	753.7	716.7
Philadelphia	141.6	128.8	738.1	712.4
Phoenix	65.6	64.3	492.5	436.5
Pittsburgh	87.5	75.2	377.7	340.2
St. Louis	55.0	53.0	345.0	315.0
San Diego	152.0	138.3	865.7	798.0
San Francisco	72.0	67.0	391.6	348.6
San Francisco Focus	68.5	56.5	329.3	264.5
Tampa Bay Monthly	25.0	55.5	272.7	55.5
Texas Monthly	145.2	133.5	763.2	676.6
Twin Cities	88.3	66.1	395.8	297.7
Ultra Magazine	74.4	48.2	435.6	356.5
Virginian Magazine	—	—	142.5	100.9
Washington Dossier	52.5	42.5	295.2	270.3
The Washingtonian	135.6	149.3	844.5	809.2
Total Group	**4,330.6**	**3,830.1**	**23,582.0**	**20,838.6**
% change		**+13.0%**		**+13.2%**
— Movie/romance/radio/tv —				
Macfadden's Women's Group				
Modern Romances	21.5	24.1	149.4	159.3
Secrets	21.5	24.1	149.4	159.3
True Confessions	21.5	24.1	149.4	159.3
True Experience	21.5	24.1	149.4	159.3
True Love	21.5	24.1	149.4	159.3
True Romance	21.5	24.1	149.4	159.3
Sterling Women's Group				
Daytime TV	28.5	29.2	165.0	183.1
Modern Screen	20.5	31.2	61.5	128.5
Movie Mirror (6X)	—	31.2	61.5	90.7
Soap Opera Stars	16.5	24.6	73.0	147.7
TV Movie Screen (6X)	5.0	31.2	10.0	97.3
TV Picture Life (6X)	20.5	—	82.0	29.3
Teen Bag (6X)	5.6	8.3	31.0	19.4
Total Group	**225.6**	**300.3**	**1,380.4**	**1,651.8**
% change		**-24.9%**		**-16.4%**
— Music/entertainment —				
American Film (10X)	18.9	—	144.0	148.0
Audio	69.2	62.2	356.3	285.2
Circus Magazine	44.9	43.3	213.3	164.5
Dance Magazine	54.4	56.0	410.9	404.8
Musician	62.7	79.1	364.8	381.9
Playbill	61.5	60.3	361.1	310.3
Record	23.5	11.5	137.2	47.6
Stereo Review	50.6	59.1	270.6	291.3
Total Group	**385.7**	**371.5**	**2,258.2**	**2,033.6**
% change		**+3.8%**		**+11.0%**
— Newspaper, Sun. magazines —				
Family Weekly A	47.5	51.6	351.6	455.2
Parade	45.5	49.6	323.2	400.7
Total Group	**93.0**	**101.2**	**674.8**	**855.9**
% change		**-8.1%**		**-21.1%**
— Outdoor & sport —				
Alaska	43.5	45.5	251.8	245.3
The American Handgunner (6X)	—	—	119.2	115.2
American Hunter	16.7	17.6	95.0	97.0
American Rifleman	26.2	23.8	155.5	152.0
Backpacker (6X)	—	—	123.6	158.8
Bass Master (8X) A	—	—	314.2	301.6
Bicycling (9X)	131.6	112.8	554.5	533.5
Field & Stream	76.2	78.6	540.8	616.6
Fins & Feathers A	25.9	45.5	306.3	243.5
Fishing World (6X)	—	—	167.1	168.6
Florida Sportsman	80.0	59.6	587.7	466.2
Flying	46.8	57.3	254.6	244.8
Golf Digest	115.8	87.6	625.8	581.1
Golf Magazine	52.4	65.7	566.8	495.8
Guns	25.5	30.7	163.6	158.0
Guns & Ammo	41.4	48.1	244.0	283.3
Muscle & Fitness	113.0	98.0	641.0	617.0
Outdoor Life	73.1	64.9	517.3	493.3
Outside Magazine	41.2	49.2	223.2	218.5
Petersen's Hunting	29.4	35.5	187.6	196.7
The Runner	43.3	33.2	262.7	228.3

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. D. 1984 figure includes 20 pages from special Olympics issue. E. 1984 figure reflects 3 issues and 1983 figure reflects 4 issues. F. Does not include special restaurant section. Will be included next month. G. 1984 figure reflects 2 issues and 1983 figure reflects 3 issues. H. 1984 year-to-date figure reflects corrected Jan.-April figures that were reported erroneously by Industry Week. I. 1984 year-to-date figure reflects corrected Jan.-April figures that were reported erroneously by Nation's Business. J. 1984 figure reflects 3 issues and 1983 figure reflects 2 issues. * All affiliated with Sunday Mag/Net, except Los Angeles Times Home Magazine and New York Times Magazine.

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ad linage

(Continued from Page 81)

	Current month 1984	1983	Year-to-date 1984	1983
Runner's World (13X)	47.3	52.5	277.5	283.5
Salt Water Sportsman	65.5	48.7	497.3	383.8
Shooting Times	32.5	36.7	209.1	198.6
Ski (7X) A	—	—	249.2	209.7
Skiing (7X)	—	—	215.3	209.5
Skin Diver	77.2	73.1	489.0	456.1
Southern Outdoors (8X)	—	—	199.9	210.7
Sport	43.5	51.4	275.3	233.2
Sports Afield	84.9	80.7	557.0	542.7
Tennis	89.3	90.6	489.7	458.4
Western Outdoors (10X)	39.7	27.2	270.2	191.7
World Tennis	—	—	—	—
Total Group	**1,461.9**	**1,414.5**	**10,631.8**	**9,993.0**
% change		**+3.3%**		**+6.3%**

— Photography —

American Photographer	43.8	51.5	249.9	302.0
Petersen's Photographic	36.7	38.2	199.1	195.5
Popular Photography	106.5	121.1	573.2	691.8
Total Group	**187.0**	**210.8**	**1,022.2**	**1,189.3**
% change		**-11.3%**		**-14.0%**

— Religious —

BBI Jewish Monthly (10X)	27.1	22.6	149.7	134.2
Christian Herald	20.2	23.3	167.4	165.6
Christian Life	20.8	29.9	159.2	157.5
Christianity Today	39.5	39.3	371.0	363.3
Inside (4X)	—	—	152.5	134.7
Moody Monthly	41.9	48.3	311.8	308.6
Today's Christian Woman (6X)	38.2	41.0	103.8	73.7
Total Group	**187.7**	**204.4**	**1,415.4**	**1,337.6**
% change		**-8.1%**		**+5.8%**

— Science/electronic/mechanic —

Compute	69.2	153.0	525.2	804.8
Computers & Electronics	42.8	47.4	282.3	371.6
Creative Computing	109.4	190.8	774.7	1,097.4
Discover	40.7	53.7	230.6	269.5
Family Computing	57.0	—	354.9	—
Mechanix Illustrated	60.4	68.4	441.5	425.8
Omni	73.0	64.2	362.2	358.0
Natural History	31.9	25.2	271.7	220.9
Personal Computing	163.7	215.0	959.1	1,147.6
Popular Mechanics	86.9	103.8	603.2	607.4
Popular Science	83.7	92.7	542.8	520.0
Science Digest	35.1	39.5	177.7	191.2
Science 84 (10X)	22.5	36.7	170.7	187.0
Scientific American	69.0	48.5	385.8	304.0
Spectrum	113.4	66.0	605.3	476.9
Total Group	**1,058.7**	**1,204.9**	**6,687.7**	**6,982.1**
% change		**-12.1%**		**-4.2%**

— Women/fashion/service —

Bride's Magazine (6X) A	—	—	1,007.5	992.1
Cosmopolitan A	220.7	196.0	1,262.9	1,115.2
Essence	86.0	89.3	492.8	473.3
Family Circle A	113.1	106.5	828.3	875.4
Glamour	156.6	146.4	1,033.1	929.3
Good Housekeeping A	184.5	156.3	953.4	958.4
Handmade (6X)	—	—	67.3	56.7
Harper's Bazaar	97.1	74.1	809.4	693.1
Health	33.8	28.2	219.5	203.5
Ladies' Home Journal	104.9	81.3	610.4	532.0
Ladycom	33.5	39.7	220.6	197.5
Lady's Circle	7.4	7.7	44.4	52.2
Mademoiselle	118.1	114.1	805.9	728.0
McCall's	85.3	83.2	530.1	494.7
Modern Bride (6X)	—	—	843.2	781.8
Ms.	52.9	40.5	301.4	250.2
Parents Magazine A	76.2	71.7	437.4	436.2
Playgirl	28.3	41.5	203.5	236.4
Redbook	95.5	82.6	539.0	480.0
Self	105.5	72.2	575.8	435.7
Seventeen	105.8	85.9	708.2	577.7
Soap Opera Digest	24.3	30.9	164.3	145.6
'Teen Magazine	60.2	49.4	300.5	283.4
True Story A	59.6	52.2	341.9	340.8
Vogue	175.6	129.9	1,327.0	1,227.8
W Magazine J	70.4	43.6	607.2	502.1
Weight Watchers	28.3	26.9	179.3	161.6
Woman's Day A	111.0	102.5	710.6	723.2
The Workbasket (10X)	35.0	38.2	222.2	226.4
Working Mother	71.1	62.9	412.5	377.5
Working Woman	106.3	78.8	591.3	522.7
Total Group	**2,447.0**	**2,132.5**	**17,450.9**	**16,010.5**
% change		**+14.7%**		**+8.9%**

— Youth —

Boys' Life	17.7	21.4	105.8	130.8
Campus Life	—	—	224.1	216.3
Total Group	**17.7**	**21.4**	**329.9**	**347.1**
% change		**-17.2%**		**-4.9%**

May

	Current month 1984	1983	Year-to-date 1984	1983

— Business —

Atlanta Bus. Chronicle (52X)	49.6	46.3	246.8	165.1
Barron's (52X)	210.5	259.1	1,019.0	1,022.4
Black Enterprise	55.7	44.6	234.2	223.4
Boston Business Journal	92.5	82.4	443.7	314.9
Business Week (52X) A	474.5	477.9	1,944.1	1,771.7
California Business	159.6	134.9	458.4	333.6
Capital District Bus. Review	70.2	39.5	238.5	177.8
Corporate Report/Kansas City	51.5	46.5	316.9	227.5
Corporate Report/Minnesota	106.8	103.1	437.1	399.1
Crain's Chicago Bus. (52X)	150.0	149.0	682.1	597.5
Crain's Cleveland Bus.	52.9	73.7	247.6	319.0
Dun's Business Month	71.3	67.7	330.9	302.1
The Executive	42.0	30.8	164.3	140.8
Financial World (24X)	32.6	45.4	158.4	211.0
Florida Trend	82.8	54.8	463.0	357.7
Forbes (26X)	303.3	336.2	1,470.9	1,233.5
Fortune (26X) G	326.5	449.3	1,443.9	1,188.9
Frequent Flyer	70.1	53.0	293.2	246.8
Futures Magazine	83.0	82.0	294.0	294.0
Hawaii Business	56.7	48.8	236.8	227.2
High Technology D	47.7	27.8	160.5	132.4
Houston Bus. Journal (52X)	155.6	172.0	718.5	747.3
Inc. Magazine A	177.3	145.4	620.1	497.8
Income Opportunities (10X)	55.7	42.3	230.2	206.4
Industry Week (26X) A & H	145.6	108.6	559.2	444.8
Indianapolis Business Journal	107.5	86.9	524.2	436.6
Minnesota Bus. Journal	68.4	58.7	261.0	201.5
New Orleans Citibusiness	114.2	149.6	601.3	600.6
Nation's Business A & I	32.5	40.6	158.9	171.5
New England Bus. (20X) B	93.1	78.5	348.9	300.0
Pacific Business News (52X)	93.1	109.9	517.4	484.5
Philadelphia Bus. Journal	140.8	57.1	532.6	278.2
Pittsburgh Bus. Times (52X)	46.1	57.5	253.9	246.9
Savvy	40.0	37.9	223.0	211.3
St. Louis Business Journal	117.9	129.4	642.4	523.9
Texas Business	—	—	—	—
Venture	115.4	70.2	383.7	275.2
Total Group	**4,093.0**	**3,997.4**	**17,859.6**	**16,512.9**
% change		**+2.3%**		**+15.1%**

— Newspaper Sunday magazines* —

Arizona Republic	74.0	75.7	344.6	354.4
Boston Globe	209.8	164.2	1,006.9	881.3
Chicago Tribune	59.9	103.3	355.3	430.6
Cincinnati Enquirer	70.8	75.8	372.7	366.8
Cleveland Plain Dealer	68.8	111.2	308.6	405.8
Columbus Dispatch	47.2	59.9	236.1	221.6
Dallas Times Herald	—	—	—	—
Denver Post	80.2	92.4	372.2	508.0
Detroit News	120.6	82.9	454.0	477.0
L.A. Times Home Magazine	100.8	110.6	521.6	396.2
Louisville Courier-Journal	—	—	—	—
Miami Herald	49.2	58.8	259.8	278.1
New York News	45.3	81.2	201.0	294.6
New York Times Magazine	351.5	347.7	1,909.5	1,663.0
Philadelphia Inquirer	56.8	67.6	300.1	321.9
Toledo Blade Magazine	62.2	59.2	239.0	242.5
Washington Post	128.3	130.0	577.3	540.4
Total Group	**1,525.4**	**1,620.3**	**7,458.7**	**7,382.2**
% change		**-5.8%**		**+1.0%**

— Weeklies/bi-weeklies —

The Advocate (25X)	93.5	108.6	478.8	531.2
Army Times Military Group				
Air Force Times (52X)	156.4	174.2	736.9	717.6
Army Times (52X)	147.8	170.9	705.9	693.4
Navy Times (52X)	165.8	193.6	797.6	815.4
The Times Magazine	5.7	5.8	86.7	75.1
The Blood-Horse (52X)	223.8	241.1	2,486.4	2,322.6
Capper's Weekly (26X)	24.3	22.9	144.8	145.7
Commonweal (22X)	7.0	7.6	40.5	39.6
Golf World (43X)	87.3	92.0	411.1	426.7
Grit (52X) A	15.9	21.7	128.0	143.0
National Journal	35.0	22.0	146.7	125.0
National Review	25.9	27.9	133.0	156.0
New Republic (48X)	28.8	41.8	139.2	159.2
New York Magazine (50X)	244.4	223.5	1,080.1	1,149.9
New Yorker (52X)	313.0	329.7	1,474.5	1,443.1
Newsweek (52X) A	238.0	310.3	1,154.5	1,109.3
People (52X)	394.8	375.8	1,483.0	1,345.7
Rolling Stone (25X)	81.5	92.4	406.5	414.4
Sporting News (52X)	40.0	69.8	248.9	283.1
Sports Illustrated (52X) A	239.9	290.9	1,088.7	1,117.2
Time (52X) A	253.7	264.7	1,105.6	1,116.6
Travelhost (52X) C	—	—	—	—
TV Guide (52X) A	315.8	238.7	1,584.8	1,595.7
Us Magazine (26X)	34.2	46.9	195.3	225.6
U.S. News &				
World Report (52X) A	148.0	217.6	664.4	749.5
Total Group	**3,320.5**	**3,590.4**	**16,931.9**	**16,900.6**
% change		**-7.5%**		**+0.1%**

— Foreign —

Good Housekeeping Foreign Editions:				
Australia	31.0	48.4	148.7	174.3
Japan	66.1	56.7	323.1	255.6
Great Britain	169.7	157.4	547.8	496.6
Buenhogar:				
Central America	3.5	2.0	4.5	9.0
Chile	2.0	1.0	2.0	5.0
Colombia	39.5	43.2	108.7	173.8
Dominican Republic	12.5	19.2	29.0	61.3
Ecuador	19.5	8.0	56.5	35.3
Mexico	38.8	210.2	157.3	229.7
Peru	26.0	14.7	68.5	75.0
Puerto Rico	21.5	11.5	74.5	59.3
U.S.	10.5	6.7	51.5	34.0
Venezuela	29.2	17.7	85.7	102.5
Geomundo:				
Central America	6.0	12.0	21.8	22.0
Chile	6.0	12.0	20.8	25.0
Colombia	6.0	17.5	33.0	45.0
Ecuador	4.0	10.0	14.0	20.0
Mexico	9.0	10.0	28.8	32.5
Peru	7.0	12.0	21.8	26.0
Puerto Rico	4.0	8.0	13.8	19.0
U.S.	4.0	3.0	19.5	8.0
Venezuela	9.0	17.0	45.3	55.7
Hombre De Mundo:				
Central America	5.0	6.0	23.0	26.3
Chile	7.0	7.0	27.0	25.0
Colombia	10.0	9.5	35.0	40.0
Ecuador	4.0	5.0	22.0	25.0
Mexico	13.5	12.5	47.5	49.5
Peru	5.0	4.0	22.0	17.0
Puerto Rico	14.0	3.0	31.0	22.3
U.S.	5.0	3.0	19.0	8.0
Venezuela	15.0	16.5	60.5	76.8
Ideas Para Su Hogar:				
Central America	1.5	1.0	1.5	2.0
Chile	1.0	—	1.0	—
Colombia	18.0	39.5	60.0	105.5
Ecuador	5.5	4.0	21.5	10.0
Mexico	13.5	17.2	34.0	84.5
Peru	7.5	3.0	24.0	15.0
Puerto Rico	1.0	1.7	3.0	5.0
U.S.	6.5	4.5	31.0	9.8
Venezuela	19.0	15.5	59.2	61.0
Mecanica Popular:				
Argentina	5.8	8.0	28.8	35.7
Central America	14.7	15.0	64.2	62.0
Chile	5.8	7.7	28.2	31.0
Colombia	14.0	21.8	60.0	85.7
Mexico	10.5	10.7	49.7	48.2
Peru	19.2	18.2	77.3	83.5
Puerto Rico	17.7	17.0	71.7	71.8
U.S.	4.0	3.0	20.7	9.0
Venezuela	17.7	30.7	71.3	111.2
The Ring en Espanol:				
Colombia	—	—	1.0	—
Mexico	—	—	—	—
Puerto Rico	—	—	—	—
U.S.	4.0	4.3	15.3	12.3
Venezuela	3.0	—	6.0	3.0
Vanidades Continental:				
Central America	9.3	10.8	28.8	33.2
Chile	3.0	5.5	6.0	21.5
Colombia	61.5	68.0	235.3	267.5
Dominican Republic	17.7	25.3	41.5	99.0
Ecuador	19.8	10.7	80.3	50.2
Mexico	60.5	88.5	316.8	470.8
Peru	22.2	21.5	92.2	102.5
Puerto Rico	40.3	37.2	190.0	197.7
U.S.	46.5	58.7	206.0	229.8
Venezuela	41.8	46.2	177.5	254.5
Business Week Int'l.	158.6	184.3	606.8	670.4
Cosmopolitan Foreign Editions:				
Australia	78.8	84.4	266.6	296.4
Brazil	41.0	50.0	159.0	196.5
France	184.0	150.6	734.2	458.0
Germany	120.0	88.6	453.0	275.0
Great Britain	143.0	143.5	505.3	467.5
Greece	71.0	71.0	271.0	239.0
Holland	81.0	52.0	237.0	220.0
Italy	77.0	96.7	259.7	274.6
Japan	36.0	41.3	142.7	187.9
South Africa	67.0	—	191.3	—
Cosmopolitan en Espanol:				
Central America	4.0	2.3	4.0	12.2
Colombia	16.7	18.8	37.0	60.3
Ecuador	1.0	0.7	2.0	5.3
Mexico	71.2	61.3	190.2	260.3
Peru	5.0	8.7	7.0	35.3
Puerto Rico	58.8	37.7	144.8	105.2
U.S. (Spanish language)	19.8	16.2	87.5	71.3
Venezuela	14.8	17.3	67.0	70.3
International Communications:				
African Business	38.0	31.7	143.7	143.1
New African	20.5	21.7	81.6	116.8
The Middle East	20.4	27.4	103.9	136.0
Johnston International:				
Alam Attijarat	67.7	54.8	251.0	268.6
Ejecutivo	12.3	16.6	22.8	37.0
Modern Africa	29.8	29.3	62.5	67.1
Modern Asia	48.7	49.7	113.0	146.4
Newsweek International A:				
Atlantic	108.6	130.3	425.1	427.0
Latin America	25.3	42.6	122.5	140.9
Pacific	81.2	101.9	317.3	320.7
Progreso (9X)	8.3	13.7	18.1	33.0
Reader's Digest:				
Arabic	14.0	16.0	46.0	42.0
Asian	168.5	167.0	751.5	866.5
Australian	86.8	59.8	361.2	283.9
Belgian-Flemish	76.5	88.5	279.5	403.5
Belgian-French	54.5	61.0	219.5	316.5
British	83.3	59.0	251.7	299.2
Chinese B.	105.5	80.0	452.0	329.8
Danish	29.8	33.0	191.4	200.6
Dutch	71.3	46.0	196.8	149.1
Finnish	46.0	85.0	185.0	252.5
French	53.8	74.2	172.8	284.6
German	99.2	90.1	365.9	359.9
Greek	16.0	—	39.5	—
Iberian	30.5	13.0	76.5	73.5
Indian-English	69.5	78.5	381.5	312.0
Indian-Hindi	4.0	4.5	17.0	12.5
Italian	62.0	62.0	210.5	238.0
Japanese	46.5	45.4	190.8	236.7
Korean	30.0	25.0	108.0	78.9
Latin American:				
Argentina	14.5	13.5	75.0	42.5
Brazil	3.0	2.0	7.0	44.0
Central American	8.0	14.5	31.0	46.5
Chile	8.5	13.5	54.5	46.5
Colombia	42.0	40.0	89.0	119.5
Ecuador	5.5	11.0	32.5	37.0
Mexico	56.3	46.1	168.0	215.4
Peru	6.0	12.0	39.0	36.5
Puerto Rico	5.0	4.5	29.0	23.0
U.P.B.	6.5	11.0	32.5	42.0
U.S. Spanish	12.5	14.0	35.5	57.0
Venezuela	12.5	16.0	43.5	57.0
New Zealand	70.0	82.5	260.5	367.0
Norwegian	44.0	48.3	180.6	183.8
Portugal	44.1	36.5	156.3	186.5
South African	69.0	96.5	274.3	368.5
Swedish	7.0	18.0	74.0	113.5
Swiss-French	38.0	39.0	141.9	158.7
Swiss-German	35.0	48.0	176.4	200.2
Time International:				
Time-Asia	99.6	129.8	421.9	442.2
Time-Atlantic	98.8	125.4	468.0	449.8
Time-Canada	209.1	209.2	893.5	738.6
Time-Latin America	53.4	58.3	196.3	210.9
Time-South Pacific	99.3	154.3	476.3	551.1
Visao (52X)	145.0	194.7	680.8	695.9
Vision/Latin America (26X) A	39.0	34.9	118.7	122.8
Total Group	**5,200.6**	**5,566.5**	**20,053.1**	**20,864.6**
% change		**-6.5%**		**-3.8%**

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Cable ruling leaves issues unanswered

By STANLEY E. COHEN

WASHINGTON—The Supreme Court ruled this week that states can't keep wine commercials off cable systems, but stopped short of deciding the free speech issues that advertising and media associations hoped to resolve.

The National Assn. of Broadcasters, American Advertising Federation and National Cable Television Assn. were among groups expressing relief that the court struck down Oklahoma's law requiring in-state cable systems to strip wine commercials from imported tv signals.

At the same time they were openly disappointed that the court did not address what they regarded as the overriding question: Their contention that governments can't stop the distribution of truthful advertising for legally available products and services.

The ruling creates an ambiguous situation in which Oklahoma, at least for the present, can continue enforcing laws requiring in-state tv stations to strip wine commercials from network signals, but can't keep in-state cable systems from importing the same network commercials along with signals from out-of-state network affiliates.

Ron Kirby, general manager of KSWO-TV, Lawton, Okla., and president of the Oklahoma Broadcasters

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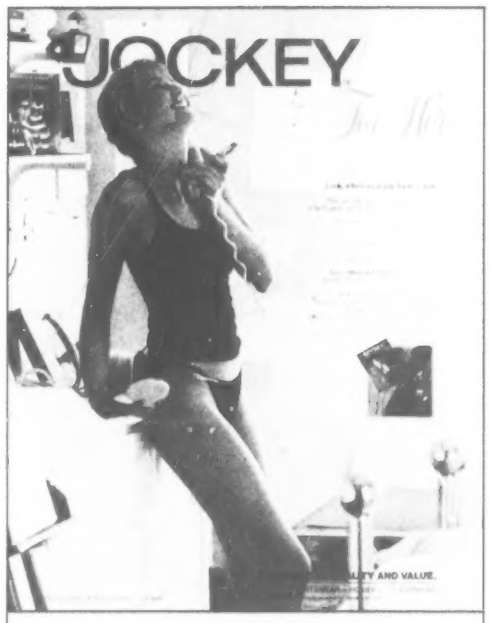

Jockey line

New color print ads from Jockey International will break later this summer for the Jockey For Her line of women's underwear, featuring biographies on each model. Shown here: Sharon O'Brien. The agency handling is Campbell-Mithun, Minneapolis.

Commission savings eyed for units

RJR print buys move in-house

By WILLIAM GLOEDE

NEW YORK—The in-house media department of the R.J. Reynolds Tobacco Co. has begun buying all print media for three R.J. Reynolds Industries subsidiaries: Heublein Spirits and Wine Co., Kentucky Fried Chicken Corp. and the Del Monte Corp.

The move has made R.J. Reynold's media services department the print agency of record for all RJR, Heublein and Del Monte brands. And it has caused RJR to cut the standard 15% commission it had paid agencies for print advertising for Heublein and Del Monte brands, although RJR executives will not specify how the commission structure has been changed, or at which agencies.

Among the agencies with Del Monte or Heublein assignments are BBDO/West, San Francisco; McCann-Erickson, San Francisco; Marschalk Co., New York; Young & Rubicam, Chicago; Castor Spanish International, New York; Uniworld Group, New York, and Laurence, Charles & Free, New York. Marschalk, which was agency of record for Del Monte and Heublein print, lost buying and billings responsibilities, but retains creative and media planning.

R.J. Reynolds Industries' spent nearly $500 million in 1983, according to an ADVERTISING AGE estimate based on data from Leading National Advertisers, Media Records Inc. and Publishers Information Bureau.

The media services department, based in Winston-Salem, N.C., handled roughly $300 million of the total ad budget.

Dan Pearson, director of the media services department, said bringing Del Monte and Heublein print-media operations in-house has allowed greater efficiency. Copy changes or competitive ad breaks can be made in 72 hours. The media specialists in Winston-Salem are closer to the various brand-management groups, he said.

Del Monte and Heublein have coordinated their broadcast-media operations through Heublein's advertising services group since July. The group supervises spending and placement, handled by Young & Rubicam, Chicago (network), and Marshalk Co. (spot).

Said Robert Ward, director of advertising services for Heublein, "Thus far, it has worked out very well." He explained that when the coordination effort began, the way Heublein compensates its agencies also changed. "When we make a move like this, the standard 15% commission is reduced. We have lowered the commission," he said.

The move brings all of RJR Industries' print-media operations in-house at RJR's Winston-Salem offices. RJR Industries' print ad agencies are now mainly media planners. No further consolidation is in the works, say the execs.#

Coming Monday

A 26-page report on global marketing and world brands.

3 shops vie to serve milk

By JANET NEIMAN

CHICAGO—BBDO, Grey Advertising and Young & Rubicam are finalists for the National Dairy Promotion and Research Board's $65 million-to-$190 million account.

The three agencies will compete for the account with a federation of the United Dairy Industry Assn., California Milk Advisory Board and Oregon and Washington state dairy products commissions.

The federation, which was expected to be established this week, hopes to oversee the NDPRB funds, executing the campaign with its existing agencies and creative work (AA, June 18).

The NDPRB is scheduled to meet here Thursday and Friday to hear presentations from the three agencies and the federation. During the 45-minute presentations, the agencies will tell the 35-member NDPRB how soon they would begin their campaigns and detail the staffing that will handle the account.

Rapid execution is essential for the program, because a referendum asking farmers if they want to continue the funding program is scheduled for September, 1985.

BBDO, Grey and Y&R were chosen from a list of eight top U.S. shops that expressed interest in the assignment. Of the 10 highest-

(Continued on Page 47)

Hungry FCB nets Long John account

By SCOTT HUME

Moving quickly, Long John Silver's Seafood Shoppes this week named Foote, Cone & Belding, Chicago, to handle its $20 million creative assignment. The account was pulled from Jordan, Case & McGrath, New York, late last month.

The assignment also represents some quick work by FCB, which last month lost the $20 million Pizza Hut account and immediately announced its intention to gain another restaurant-chain client (AA, May 7).

Industry observers had cast FCB as an early favorite for the Long John Silver's account (AA, June 4). They noted its connection with LJS senior vp-marketing Anthony Lavely, who came to the chain this year from Kitchens of Sara Lee, another FCB client. A chain spokesman declined to name the other four finalists for the account.

Abbott Advertising, the in-house agency for Lexington, Ky.-based

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Time for change at Pulsar

By ROBERT RAISSMAN

Pulsar Time Inc., Mahway, N.J., is seeking to replace Sawdon & Bess, a Ted Bates Worldwide unit, on its $5 million account. Bates units have other watch lines from Pulsar parent K. Hattori & Co., notably Seiko Time Corp., Pulsar president Arthur Cohen said. Bates' AC&R Advertising handles Seiko.

Sources noted Pulsar's growing presence in Seiko's mid-price watch segment.

Compton Advertising; Ogilvy & Mather; Ammirati & Puris, and Doyle Dane Bernbach are believed to be candidates for the Pulsar account. Mr. Cohen declined comment.#

Regional agencies on McCann's list

By STEWART ALTER

McCann-Erickson Worldwide may be close to acquiring an unspecified number of regional U.S. ad agencies.

"There are a couple of acquisition discussions we're involved in that could come to fruition before the summer is over," said Robert James, president-chief operating officer of the agency.

McCann's move to step aggressively onto the acquisition trail dates back to the formulation of its most recent five-year plan about 18 months ago. The agency decided then that McCann's earnings should be "reinvested in McCann," Mr. James said, and no longer would go chiefly to fund parent Interpublic Group of Cos.' acquisitions.

McCann, which had $636.4 million in U.S. billings out of a worldwide total of $1.99 billion in 1983, last acquired a regional agency in March, 1981, when it bought Zimmer-McClasky-Lewis, Louisville.

Mr. James said McCann is most interested in the Southeast and cities such as San Diego, Denver, Minneapolis and Phoenix. He added that the "highest priority" would be to reenter Chicago, although none of the current discussions centers on that city. McCann, which has nine U.S. offices, closed its Chicago branch in late 1982.

Any acquired shop would need to have a multinational client or the potential for handling one. "What characterizes McCann agencies is that each one around the U.S. has at least one or two multinational clients," said Mr. James. McCann's U.S. billings are spread across the country, with New York accounting for a third of the total.#